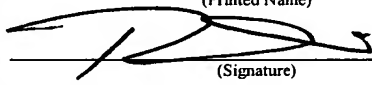




Atty. Dkt. No. 017446-0323

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kazuhiro ISHIDA
Title: ADVERTISEMENT SYSTEM
AND ADVERTISEMENT
DISPLAY METHOD
Appl. No.: 10/077,765
Filing Date: 02/20/2002
Examiner: Alvarez, Raquel
Art Unit: 3622
Confirmation 3462
Number:

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 (Signature)	

**AMENDMENT AND REPLY ACCOMPANYING REQUEST FOR CONTINUED
EXAMINATION UNDER 37 CFR 1.114**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action dated May 25, 2006, and to the Advisory Action dated September 26, 2006, concerning the above-referenced patent application, and is being filed concurrently with the filing of a request for continued examination.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this document.

Remarks/Arguments begin on page 7 of this document.

Please amend the application as follows: